#### **Return on Investment**

Variable	ROI	Account Type
Campaign Flyer	\$4.1	Medium Hospital
Sales Contact 1	\$3.1	Medium Hospital
Sales Contact 2	\$3.6	<b>Medium Hospital</b>
Sales Contact 3	\$2.1	Medium Hospital
Sales Contact 2	\$6.6	Private Hospital
Campaign Phone	\$ - 0.0	Small Hospital
Sales Contact 2	\$0.8	Small Hospital
Campaign Flyer	\$2.7	Big Hospital
Campaign Phone	\$ - 3.5	Big Hospital
Sales Contact 1	\$11.7	Big Hospital
Sales Contact 2	\$4.0	Big Hospital
Sales Contact 3	\$2.0	Big Hospital
Sales Contact 4	\$10.6	Big Hospital

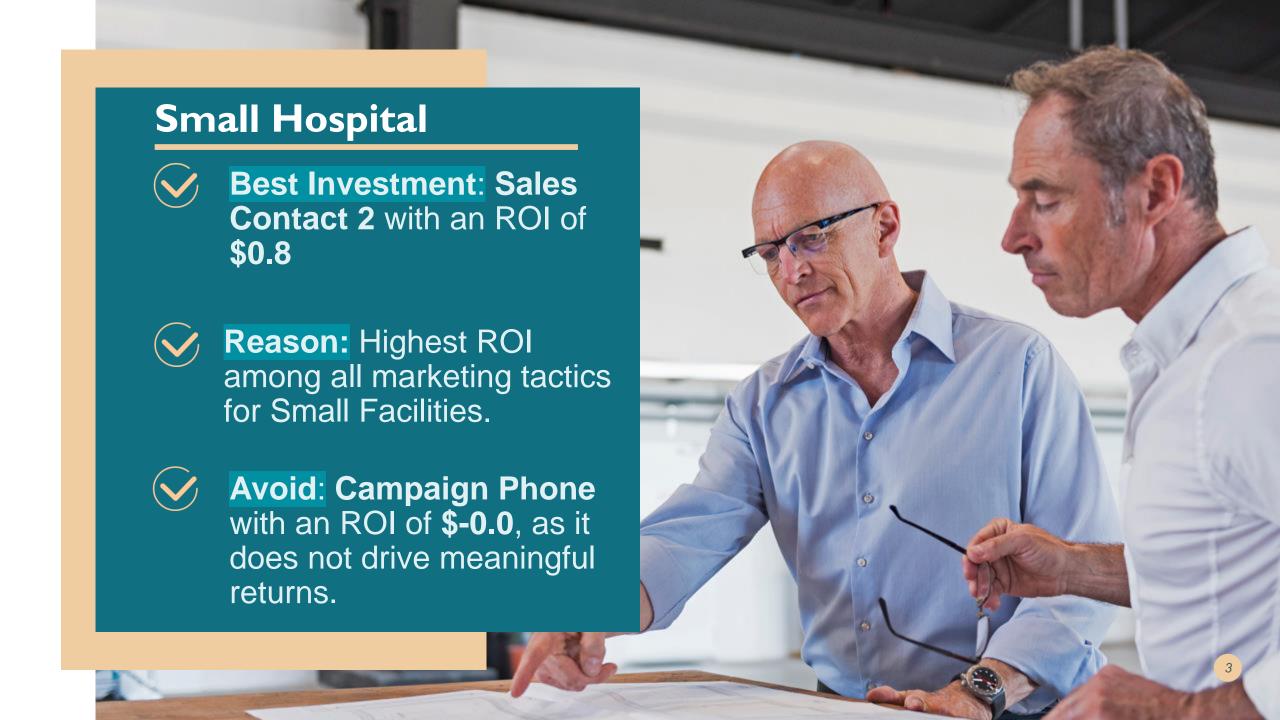
# Where Should Each Facility Invest More?

Small Hospital

**Private Hospital** 

Medium Hospital

Big Hospital







## Medium Hospital



- Campaign Flyerwith an ROI of \$4.1.
- Sales Contact 2with an ROI of \$3.6.
- Sales Contact 1with an ROI of \$3.1.

#### Reason:

These tactics generate consistent positive returns, suggesting that a multi-channel approach is effective.

### Big Hospital



#### **Best Investments:**

- Sales Contact 1 with an ROI of \$11.7.
- Sales Contact 4 with an ROI of \$10.6.
- Sales Contact 2 with an ROI of \$4.0.

#### Reason:

The highest ROI values are driven by personalized sales outreach.

Avoid: Campaign Phone with an ROI of \$-0.0, as it does not drive meaningful returns.



### Key Recommendations

Focus on High ROI tactics

Prioritize Sales Contacts
across all facility types,
especially for Large
Facilities and Private
Facilities.

Reassess
Low ROI
tactics

Avoid or optimize
Campaign Phone, as it
shows limited or
negative ROI.

Tailor Investments

Align marketing spend with what works best for each facility type to maximize returns.